



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

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Tokyo: The Big Day Nears

These are hectic days in the office of Attache Elmer Hallowell and his staff as opening day nears for the U.S. Food and Agricultural Exhibition in Tokyo, or "American Festival: Food, Fun and Fashion" as it is known in the publicity within Japan.

Between April 5 and 21, the Tokyo gang will be hosts not only to the most ambitious FAS-sponsored trade promotion ever presented in the Far East but also to Secretary Freeman and a high-level trade mission consisting of members of Congress, state governors, and farm organization leaders.

At the same time, the Tokyo Trade Center staff will be directing a series of tie-in food promotions in some of Japan's largest food and department stores--three organizations in Tokyo and others in Osaka, Kyoto, and Kobe.

Announcing his trade mission at a special press briefing March 1, Secretary Freeman described it as "a selling mission -- not in the

sense of having order books with us but in the sense of selling government, business, and consumer leaders on the desirability of maintaining and expanding their purchases of American farm products."

Wives of some mission members will accompany them and serve as working members of the team--meeting with Japanese consumer representatives, food editors and women's organizations, appearing on home and family television shows, and taking part in special events at the in-store promotions.

Representing FAS as trade specialists on the mission will be Administrator Ray Ioanes, Clancy Jean, Hugh Kiger, and George Wanamaker.

It all adds up to a 16-hour-a-day, 7-day-a-week effort for the Tokyo staff supplemented by a contingent from FAS/W, headed by operating manager J. K. McClarren of International Trade Fairs.



Retailers from four prominent stores in Japan sample American foods at a recent display at the U.S. Trade Center in Tokyo. The retailers were invited to take a preview look at the American foods which their stores will promote in April in-store promotions in Tokyo. The guests at the exhibit represented Daimaru, Inc., Isetan Co., Ltd., Kinokuniya Supermarket Co., Ltd., and Meidi-ya Co., Ltd. Products displayed and sampled included margarine, salad oils, soy sauce, grapefruits, oranges, prunes, raisins, doughnuts, and dog food. Assistant attache Wilbert Schaal said that response to the American foods was enthusiastic.

Whipple, Lodwick Deaths Sadden FAS Employees

The ranks of FAS veterans suffered a double loss the first week in March when Clayton Whipple and Bill Lodwick died on successive days.

Clayton, 64, agricultural attache to Brussels, died unexpectedly while attending a conference of European attaches in Madrid. Bill, 75, a retired former attache to Spain and to Mexico, died in Washington after a long illness.

At one time in the mid 1950's they served together in the FAS front office--Bill as administrator and Clayton as his deputy.

Clayton's long and distinguished work in agriculture included teaching vocational agriculture in the New York State high schools, handling extension work with the Near East Foundation in Greece, and heading FAS's European and Middle East Division. He had been attache to Brussels since 1962. From 1957 to 1962 he was agricultural attache in Rome. Prior to his work as deputy administrator from 1953 to 1957, he worked for three years directing the Food and Agriculture Division of the Technical Cooperation Administration set up to carry out President Truman's formulated Point 4 program of technical assistance.

Clayton is survived by his wife, Hazel; and a stepson, Philip J. Johnson, Athens, Ga.



Clayton Whipple

Bill began his agricultural career in 1940 operating a farm near his home town of Centerville, Iowa. From 1950-51 he served as the agricultural consultant to the U.S. military high command in Germany. He later worked as agricultural member of the Joint Brazil-U.S. Economic Development Commission in Rio de Janeiro. In 1953, he was agricultural advisor to the Government of Pakistan. He was appointed administrator of FAS in 1954 and served from 1955 to 1962 as attache to Mexico and Spain respectively. Since retirement he had been on the staff of Millers' National Federation.

Bill is survived by his wife, Ethel; a son, Seeley, Wever, Iowa; and a daughter, Mrs. Martha Hughson, Mt. Prospect, Ill.



Members of a recent U.S. wheat team to Southeast Asia observe operation of an Instant Noodle factory in Funabashi, Japan, near Tokyo. The product shown is instant Chinese noodles, which are sold pre-seasoned in a package for seven cents a serving. Pictured are (left to right) Gordon Nicks, assistant agricultural attache in Tokyo; Ray Uehling, president of the Kansas Association of Wheat Growers; and Robert (John) Bauer, general manager of North Pacific Grain Growers, Inc.

Anderson Retires From FAS--London

Bob Anderson retired in late February ending ten years of effective leadership as attache to London. Bob set a record for remaining longer in one post than any other attache and is noted for pioneering the in-store promotion and trade center techniques in market development.

While in London, Bob was instrumental in liberalizing British importation requirements to allow the import of U.S. fresh frozen orange juice and participated actively in projects to increase the import of such U.S. commodities as raisins, prunes, cranberries, and canned fruits.

The United States, ranking second among non-Commonwealth suppliers to the United Kingdom, sells the British nations more than \$500 million worth of agricultural products each year. Principal exports to the UK are feedgrains, animal fats and oils, and unmanufactured tobacco.

Bob represented the United States regularly at meetings which determined international wheat, sugar, wool, and coffee agreements. He worked actively with the various trade groups headquartered in London such as the Rice Council, California Raisin Bureau, U.S. Feed Grains Council and the Florida Citrus Commission.

Bob joined USDA in 1935 as an agricultural economist. His outstanding agricultural career included work as attache in New Delhi, Prague, and Brussels. His government work also included service with the Office of Price Administration as a business analyst and with the Department of State as an international economist.

Bob and his wife, Eleanor will reside in California, but Bob hopes to spend some time enjoying his favorite thorough-bred horses on his Utah ranch.



Former London Attache Bob Anderson expresses pleasure to Ann Smith, Rice Council, over the silver dessert dish given him by the Co-operators in England at a farewell party. Co-operators who gave the party in appreciation for Bob's 10 years of working with them were the California Raisin Bureau, Florida Citrus Commission, Lard Information Bureau, U.S. Feed Grains Council, U.S. Pacific Coast Fresh Deciduous Fruit, and the U.S. Rice Council. Bob returned to FAS/W in January and completed his work for retirement February 23.

Assistant Attaches

Discuss Job Problems

Three assistant attaches for market development and two of the trade center managers met in early February in Rotterdam for discussions of job related problems.

The conference at the Hilton Hotel was conducted by Jimmy Minyard, FAS/W and former assistant attache in Tokyo for market development, and J. K. (Mac) McClarren, director of the International Trade Fairs Division of FAS. Ed Collins, trade marketing specialist, assisted in the meetings.

Assistant attaches attending were Glenn Tussey, Rome; Alexander Bernitz, Bonn; Reiter Webb, London; Duane Nelson, Milan; and Bill Scholz, London. Also in attendance were Brice Meeker, attache in The Hague, and his assistants Koy Neeley and David Riggs.

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Donna Lee Marries Cultural Attache

Donna Lee Hersey, assistant agricultural attache to Caracas, married a fellow embassy employee whom she met through Attache Carlos Ortega. The groom is Robert Sandin of Arlington, Va., the assistant cultural attache at the Embassy.

The ceremony took place March 30 at the college chapel of the Crane Theological School at Tufts University in Medford, Mass. The officiating minister was Donna's cousin, Rev. Benjamin Hersey, Dean of the theological school at Tufts.

The couple enjoyed a morning wedding, with luncheon afterwards in the historic Wayside Inn near Concord, Mass. Donna and Bob will honeymoon in the Netherland Antilles enroute back to Caracas.

Donna Lee is a former assistant attache to the Netherlands. Robert was formerly Branch Public Affairs Officer and Consul in the Dominican Republic. Before joining USIA, he served as an official translator for the President of Mexico. The bride was graduated from Jackson College of Tufts University and the groom from the American University in Washington.



European Attaches Meet in Madrid

The European Market Development and Trade Policy Seminar held in Madrid the first week in March departed from the traditional country-by-country approach and concentrated on problem areas of attache offices.

Associate Administrator Roy W. Lennartson presided as chairman of the Madrid conference, which featured seminars on such topics as market competition, balance of payments, agricultural subsidies, sanitation laws, pesticide regulations, and the effects of agricultural policies on international trade.

FAS/W personnel attending the conference with Lennartson were assistant administrators Don Rubel, commodity programs; K. K. Krogh, export programs; Quentin Bates, director of the Operation Analysis Division; and T. O. Engebretson, European Area Officer.

The House Agriculture Committee was represented at the meeting by Congressmen Paul C. Jones, Mo., Eligio De la Garza II, Texas; George Hansen, Idaho, and Staff Aid L. T. Easley.

Seminars and discussions dealt particularly with those aspects of market development and trade relations relevant to the European attaches.

All eyes in the Aleksandar Cerne family focus on baby Jovan (John, in English) who was born January 20 in Belgrade. Pictured with the baby are Aleksandar, agricultural assistant in Belgrade, wife Cveta, and 5-year old Ida. Mrs. Cerne is the Music Librarian for USIA in Belgrade, and Ida attends the city's International Nursery School. Jovan weighed about 10 lbs. and 8 ozs. at the age of six weeks when the picture was taken February 26.



Stugards Enjoy Party

Burl and Christine Stugard smile happily at Burl's January retirement party given by colleagues in FAS. At right, Burl and Christine read the citation presented to Burl at the party by FAS Administrator Ray Ioanes. At left, the Stugards listen good naturedly to some humorous comments on Burl's career by Horace Davis, assistant administrator. (Left of Christine) On Horace's left is Administrator Ioanes.

Burl was presented a 12-gauge Remington Automatic as a parting memento from his FAS friends following oral tributes to his career by Horace and Ray.

In a letter circulated to friends in FAS following the retirement party, Burl thanked his colleagues for "the friendship of many kindred souls in FAS who have contributed to my pleasant association...(and) the 12-gauge Remington Automatic." Burl said that "FAS hasoffered unique opportunities for rewarding and challenging service abroad in its purpose of linking domestic agriculture with foreign economies....my years abroad with FAS have been full of exciting testimony to that fact."

Burl left the job of Deputy Assistant Administrator for Agricultural Attaches in mid-January and plans to go to his citrus farm in the Rio Grande Valley in late Spring. Burl is a former attache to the Philippines, Mexico, and Spain.



ROAMING AROUND

John Wenmohs, agricultural officer in Hong Kong, left the city February 20 for home leave in the States and reassignment to Vienna. Norman Kallemeyn, assistant, will be in charge of the attache office in Hong Kong until May when Steve Washenko will take over as new agricultural officer.

Kathleen O'Neil, secretary in the Manila attache office, took annual leave in February to take a tour of Southeast Asia with several other U.S. Mission secretaries in Manila.

Carl Winberg returned to Rawalpindi March 10 after a three month tour of temporary duty in Djakarta.

Dick Bell, attache in Dublin, returned to Washington the first of March to begin an assignment in the Grain and Feed Division of FAS. Eugene Ransom replaced Dick in Dublin. Gene, a previous attache in Wellington and in Manila, leaves IADS to go to Dublin.

Three attache families have welcomed new family members since the last letter: To Katherine and Byron Montgomery in Costa Rica their fourth child, Jeffry, born January 18. To Aleksandra and Cveta Cerne of Belgrade their second child, Jovan, born January 20. Robert and Virginia McConnell have a new daughter, Patricia Marie, born January 27.

Donald Novotny, former attache to Wellington and assistant attache in Tokyo, was selected by the Mid-Montgomery County (Maryland) Junior Chamber of Commerce in February as one of six "Outstanding Young Men of America." Donald is now chief of the Foreign Competition Branch of the Grain and Feed Division of FAS.

Sue Gordon, resident staff secretary in Quito, and her husband, Al of USAID have completed an around the world trip, with a break in the U.S. for home leave. They arrived back in Quito March 3. During home leave in the States, the couple visited Sue's family in Arcadia, Calif., and Al's family in Pulaski, Tenn. Highlights of the tour abroad included stops in Athens, Hong Kong, Bangkok, Taipei, Tokyo and Honolulu.



Ambassador and Mrs. Chester Bowles pose at an Open House Party at the American Embassy in New Delhi with P.K. Nathan, research analyst in the attache office. The Bowles (at rear) and the attache staff member (second from left) are pictured with the Nathan family and a neighboring family in New Delhi.

Two ARS Projects Signed in Belgrade

Two new Agricultural Research Service projects were signed in Belgrade on February 20 by Blagoje Bogavac, the Director General of the Federal Administration for International Cooperation, in Yugoslavia. The new projects bring the total number of such studies to 45, valued at \$3.3 million. U.S. Agricultural Attache Frank Ehman was present at the signing.

The agreements provide for two 5-year studies--one on blood groups in cattle and another on the effect of different irrigation treatments on grape production and quality. The projects will be conducted by the Veterinary Institute in Ljubljana and the Institute for Agricultural Improvement in Titograd, respectively. The dinars result from Title I, PL480 wheat sales to Yugoslavia some years ago.

Pictured at the signing are (seated left to right) Ehman, and Bogavac. Standing (left to right) are Toma Granfil, assistant director of the Federal Administration for International Technical Cooperation, and Slavko Sutlovic, American desk officer in the Department for Western Countries of the same agency.



Ford Milam (left), attache to Portugal, discusses the advantages of Hereford Cattle with Joaquim Paris de Azevedo, head of Animal Nutrition at the National Institute of Agronomy and one of Portugal's largest producers of Hereford Cattle. The attache and professor were on hand to watch the unloading of 300 U.S. Herefords in Lisbon last December when the picture was taken. Seventy Five of the imported Herefords went to Prof. Azevedo.

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Ann Bibbo, secretary in the Rome office, returned to post March 4 after home leave in the States.

Other returnees to post include Paul Quintus, who returned to Paris February 15 after home leave and consultation, and Ernest Koenig, who returned to duty in Brussels February 3 following his home leave.

A competent local agricultural economist and an expert translator have joined the attache staff in Warsaw. George Czunikin-Krasowicki will work with Attache Harold Champeau as translator, and Janusz Debski will work as an agricultural economist.

Queen E. Johnson finished an intensive German course at the end of February and left to become Attache Paul Minneman's secretary in Bonn.

Mrs. Sevee Pakunpanya, nee Sue Suparakapongkul, of the Bangkok attache office, offers wedding souvenirs to Embassy guests who attended her wedding reception.

Sevee (left) and Sue were married January 20 in Bangkok in the oldest Protestant Church in Southeast Asia. Embassy Personnel and all members of the Attache office attended the reception. Pictured with the bride and groom here are Irving D. Galutia, B&F/EMB, and Attache Sam Work and Mrs. Work. Sue plans to continue her work as clerk typist in the Bangkok office.



Attache Bill Bowser of Quito (center) and a group of Ecuadorean dairy farmers examine the pedigree of a Holstein-Friesian sire which the farmers plan to purchase from a U.S. breeder for about \$10,000. A deposit on the purchase of the bull was made as a result of the recent visit to Ecuador of Ronald Chapman, HFAA classifier who makes annual visits to the country to classify purebred H-F cattle there. A second \$10,000 bull was also purchased from the U.S. during the cooperator's stay in Ecuador.



Bonn attache Paul Minneman (right) greets German Minister of Agriculture Hoecherl at the U.S. exhibit in Green Week in Berlin. Also pictured are Mr. Berliner (USIS), director of the exhibit, center rear; and Mr. Lommel (USIS), assistant director of the show.